



Guideline for Company Applicants

7th Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme

Background

In the past few years, digital advertising has been developing at a rapid pace and has gained wide popularity among business users. As digital advertising requires a wide range of specialized techniques, it is often difficult to recruit new blood for the industry. At present, while a lot of digital advertising companies express the difficulty in finding the right person to conduct industry campaigns, fresh graduates who intend to join the industry face many hurdles as they lack the relevant training and experience demanded by most digital advertising companies.

With the funding support from the CreateSmart Initiative (“CSI”) of The Cultural and Creative Industries Development Agency of Hong Kong SAR (“CCIDA”), the Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme (the “Support Scheme”) is organized for the seventh time from 2022 to 2025. The purpose of the Support Scheme is to encourage digital advertising companies to employ and offer training to fresh graduates from the related disciplines, with the hope that more well-equipped talents will be recruited for the industry who in long turn will propel the development of the profession on a general scale.

Objectives

- ◆ To encourage digital advertising companies to employ and train fresh graduates who aspire to develop their career in the industry; and
- ◆ To foster the development of the digital advertising industry by nurturing more well-equipped digital advertising talents.

Scheme Outline

The Support Scheme aims to match up digital advertising companies with graduates from the related disciplines for the latter to receive full-time employment. During the employment period covered by the Support Scheme, the Employing Companies will provide their graduate employees with on-the-job training.

A monthly subsidy of HK\$8,000 for a maximum of 12 months per graduate employee will be provided by the Support Scheme under government funding to the successful company applicant (“Employing Company”) to support the salary of its graduate employee. Up to 80 graduate employees will be subsidized in the two program years of the Support Scheme.

The Support Scheme offers an online CV and e-portfolio platform which is opened to all Employing Companies for recruitment purpose. Career talks, CPD training, a portfolio presentation event and



a program graduation ceremony cum sharing seminar will also be organized to help Employing Companies recruit graduate employees and to train digital advertising talents.

Application Procedure

- ◆ Interested digital advertising companies should download the application form from the eDM and submit the completed form to gss7@hkaim.org by **17:00, 8 Apr 2025**.
- ◆ A Vetting Committee will review the company applications based on the relevance of business nature to the Support Scheme and track record of the company applicant, as well as the effectiveness of the training program to be provided by the company applicant to the graduate employee(s) under the Support Scheme as outlined in the application form.
- ◆ Employing Companies will be notified of the application result and will be provided with a user password to access the online platform at the Support Scheme website for posting their job offerings and to review the CV and e-portfolio submitted by applying graduates under the Support Scheme.
- ◆ If pre-employment interview with applying graduates is needed, it should be arranged by the Employing Company with the applying graduates directly.
- ◆ Employing Company should inform the organizer within two weeks after they have successfully recruited the graduate employee(s) for the organizer to arrange release of salary subsidy after the graduate employee(s) reported duty.

Eligibility

To be eligible for the Support Scheme, a company applicant:

- ◆ should be a local business holding valid business registration certificate;
- ◆ should have substantial business connection and ongoing development in Hong Kong;
- ◆ should have digital advertising as its business focus;
- ◆ should provide a 12-month on-the-job training for the graduate employee(s) under the Support Scheme; and
- ◆ **Should comply with the Statutory Minimum Wage and offer a competitive market rate that the subsidy will not constitute more than 50% of the monthly basic salary (i.e. at least HK\$16,000/month) of each graduate employee employed by Employing Company under the Support Scheme**

Other Requirements to Employing Company

1. Selected employing company is **required to attend a briefing and signed an undertaking** before joining the scheme.
2. Employing company should assist AIM to **collect undertaking from graduate employee** once he/she is hired.



3. The monthly subsidy **should be used solely and directly on the salary of the graduate employee only**, any disbursement of subsidy to cover other cost incurred in the employment is not allowed.
4. Employing Company could apply to employ a **maximum of 2 graduate employees under the Support Scheme in each program year**, and the total number of subsidized graduate employee(s) to be covered by the Support Scheme for each Employing Company **should not exceed 3 at any time** in which the 3 quotas shall include graduate(s) employed under previous edition that are still yet to complete the 12-month placement.
5. Employing Company should ensure that the recruitment process is conducted in a fair and impartial manner without any conflict of interests.
6. **Appraisal reviews** should be conducted by the Employing Company with its graduate employee(s) **on a half-yearly basis** during the subsidized period and reports of the appraisal reviews must be submitted to the organizer for record.
7. Employing Company agrees to let graduate employee(s) to attend the CPD training organized by the organizer under the Support Scheme as part of their continuous training. Employing Company will ensure that **each graduate employee must attend at least 2 CPD trainings**.
8. **Both Employing Company and employed graduate will be invited and should attend the Graduation Ceremony cum Sharing Seminar**. This is mandatory for graduate employees and the Employing Company to attend.
9. Employing Company **should hire the graduate employee(s) within 4 months** after the place is offered by the organizer, or the organizer has the right to release the quota and allocate it to another company.
10. **In case of termination of employment** by either the Employing Company or the graduate employee, **reasons for the termination and the effective date** should be provided by the Employing Company to the organizer in writing **within 1 month** after the employment is terminated.
11. **One time replacement** is allowed for each quota of graduate employee if **the remaining subsidy period of that quota is 8 months or above**. The Employing Company should hire the replacing graduate **within 3 months** after the employment of the leaving graduate employee was terminated. The subsidized period of the replacing graduate employee should only be the remaining subsidized period not completed by the leaving graduate employee.
12. Employing Company should comply with **Hong Kong Personal Data (Privacy) Ordinance** and ensure that all personal information of applying graduates received from the organizer or accessed by the Employing Company from the Support Scheme website is strictly used for



recruitment purpose under the Support Scheme. If its application to the Support Scheme is successful, the Employing Company agrees to publicize its company information (including company name, company profile and contact information) and details of the job to be offered under the Support Scheme on the Support Scheme website.

13. Upon acceptance of the offer under the Support Scheme, Employing Company agrees to provide information on its employment of graduate employee(s) under the Support Scheme to the organizer. The required information includes but is not limited to the respective position and salary of the graduate employee(s) at the beginning and completion of the subsidized period for project implementation and evaluation.

Note: Please understand CPD training, ceremony of each program year, and half-year appraisals are key the program. Poor attendance or incomplete appraisal may affect the scoring that vetting committee will consider in vetting of application of coming editions of HKDAIGSS.

Application Deadline

Completed application form must be submitted to gss7@hkaim.org by **17:00, 8 Apr 2025**


Important dates to note (Tentative):

Application deadline for interested digital advertising companies	8 Apr 2025
Review of company applications by the Vetting Committee and announcement of application results	Mid Apr 2025
Briefing and Undertaking for Admitted Companies	Late Apr 2025
Online platform opens to eligible graduates for registering and submitting CV and e-portfolio of digital creative works	May 2025
Posting of jobs offered by Employing Companies on online platform <i>Note: Registered graduates may apply for the posted jobs by logging in the Support Scheme website for application</i>	May 2025
Offer of jobs to graduates by Employing Companies <i>Note: Employing companies may require applying graduates to attend job interviews. Interviewees will receive notifications from Employing Companies directly</i>	May – Sep 2025
1st & 2nd Career Talk	Jun 2025 (TBC)
Portfolio Presentation Event	Aug 2025 (TBC)
2 CPD Trainings	Jun 2025 – Dec 2026 (exact date TBC)
Program Graduation Ceremony (Program year 2025)	Jan – Mar 2027 (exact date TBC)